



Placemaking  
Community Workshop #1  
Public Kick-Off



# CHARACTER AREA

# 5

Saturday, 18 April 2015  
9:45 – 11:15AM



CHARACTER AREAS



# CHARACTER AREAS

Placemaking Community Workshop #1 / Public Kick-Off  
Saturday, 18 April 2015 9:45 - 11:15AM

## WORKSHOP AGENDA

- 1. Welcome / Staff Introductions**
- 2. 2015 Character Area Planning Process**
- 3. Building the Placemaking Campaign**
- 4. Character Area 5**
- 5. Workshop Activity – Rotating Stations**
  - A. Business + Development
  - B. Transportation + Connectivity
  - C. Neighborhood Vitality + Preservation



Registration / Light Breakfast  
State of the Neighborhoods Awards  
Workshops

8 – 8:30 AM  
8:30 – 9:30 AM  
9:45 – 11:15 AM



AGENDA  
**1**



CHARACTER AREAS

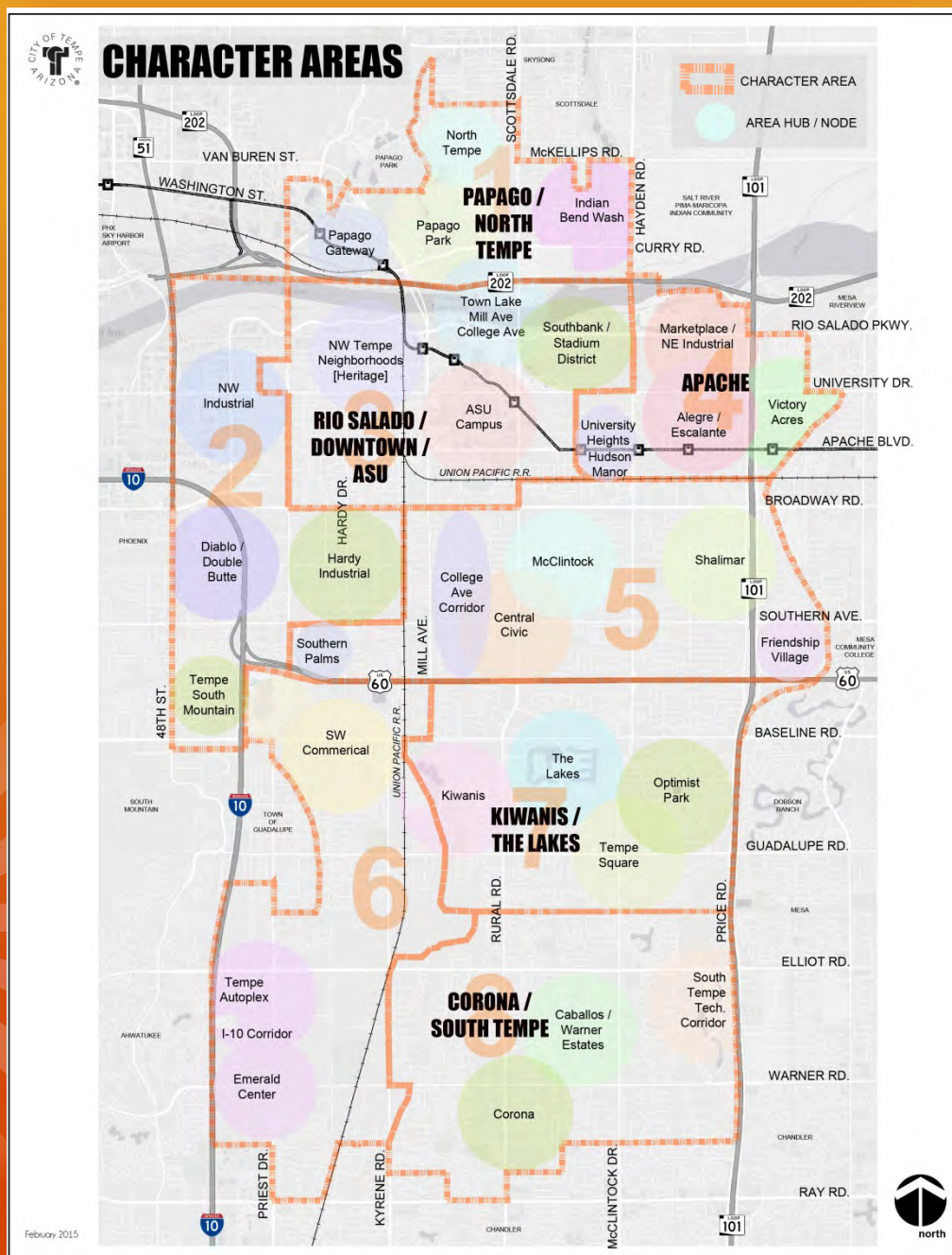






# AGENDA

# 2





**FEBRUARY 18**

Preliminary Organizational + Planning Meeting



**APRIL 18 (CA5)**

**1 PUBLIC KICK-OFF / WORKSHOP 1**

Amenities + Gaps Workshop



**AUGUST 25 (CA5)**

**2 WORKSHOP 2**

Design Principles / Placemaking



**OCTOBER 28 (CA5)**

**3 WORKSHOP 3**

Draft Plan Review / Priorities + Strategies



**DECEMBER 4**

Community Celebration - final version of Plan released





Wednesday, 18 February 2015 • 6 – 7:30 PM  
Tempe History Museum – Community Room • 809 E. Southern Avenue

## PUBLIC COMMENTS Character Areas 4 + 5 Preliminary Organizational + Planning Meeting

28 public attendees; 15 staff attendees

I want committee to walk around **Selleh Park** lagoon; note poor conditions of path, shore and lake

**Neighborhood Associations** within Character Areas need to communicate with each other. How might this be accomplished?

When are the first Apache and Central City Character Areas **Workshops**? When is the **Public Kick-off** event?

I would like to propose an **Apache corridor walkabout**

**Apache Eats Restaurant Crawl** event highlights and celebrates the variety of international cuisine along Boulevard -- Wednesday, 25 February 6-9PM

**Central City** is a large area -- any thought given to breaking it down? I have concern that it's too broad and varied to all be one Character Area.

What are your **student outreach** plans? Also, what **online options** will you offer?

Phoenix used a **MindMixer** format, an online communication tool, with great success.

I use and recommend **Next Door** which allows your neighborhood to communicate online between meetings or for just keeping updated and informed.

What about the **city-owned land** along Apache? Planning of these parcels and transitions like **Danella Plaza**? City could combine forces with a private property owner(s) to develop something.

Roots of low-water use trees created issues in Phoenix; **street tree types** will need to be made carefully selected consider tree wells, watering, etc.

**Diversity** within character areas is cause for celebration, this makes us unique.

How will you handle **communication between meetings**? [i.e. between April Public Kick-off and August workshop]

**Shade and water** are both essential. Need drinking fountains, public art, the soothing sounds and cooling effects of water. I know there are challenges with using water in public spaces but it is needed; the loss of the McClintock public pool and others is hard. Pools are different than splash pads. The heat is only growing, need comfortable conditions including **shade and water** to walk and bike.

What thought are you giving to **historic designations** in neighborhoods?

Going back to the vastness of Central City Character Area -- Post-war architecture is macro in scale. Are you open to the possibility of sub-character areas? **College Avenue Corridor** is distinct.

What about the smaller areas within Central City? Maybe we can **identify distinct areas** and highlight the assets and diversity of those?

Any thought to intermediate open houses or an **open house format** meetings?

What about the **homeless community**? Where are they fed and housed? What are the next steps once they have jobs?

Will this process provide the opportunity to address concentric circles around each light rail stop? [i.e. **LRT Station Areas**]

KJZZ (91.5 FM) has a **placemaking series**. Maybe you could piggyback with **ASU researchers**? Create some collaboration and synergy.

"Central City" name might bring up some non-desirable images for some people. Could there be alternatives?

Just wanted to reinforce and put in a plug for **bike transportation** -- both Broadway Rd. and Southern Ave. have issues. We need more bike lanes and bike parking.



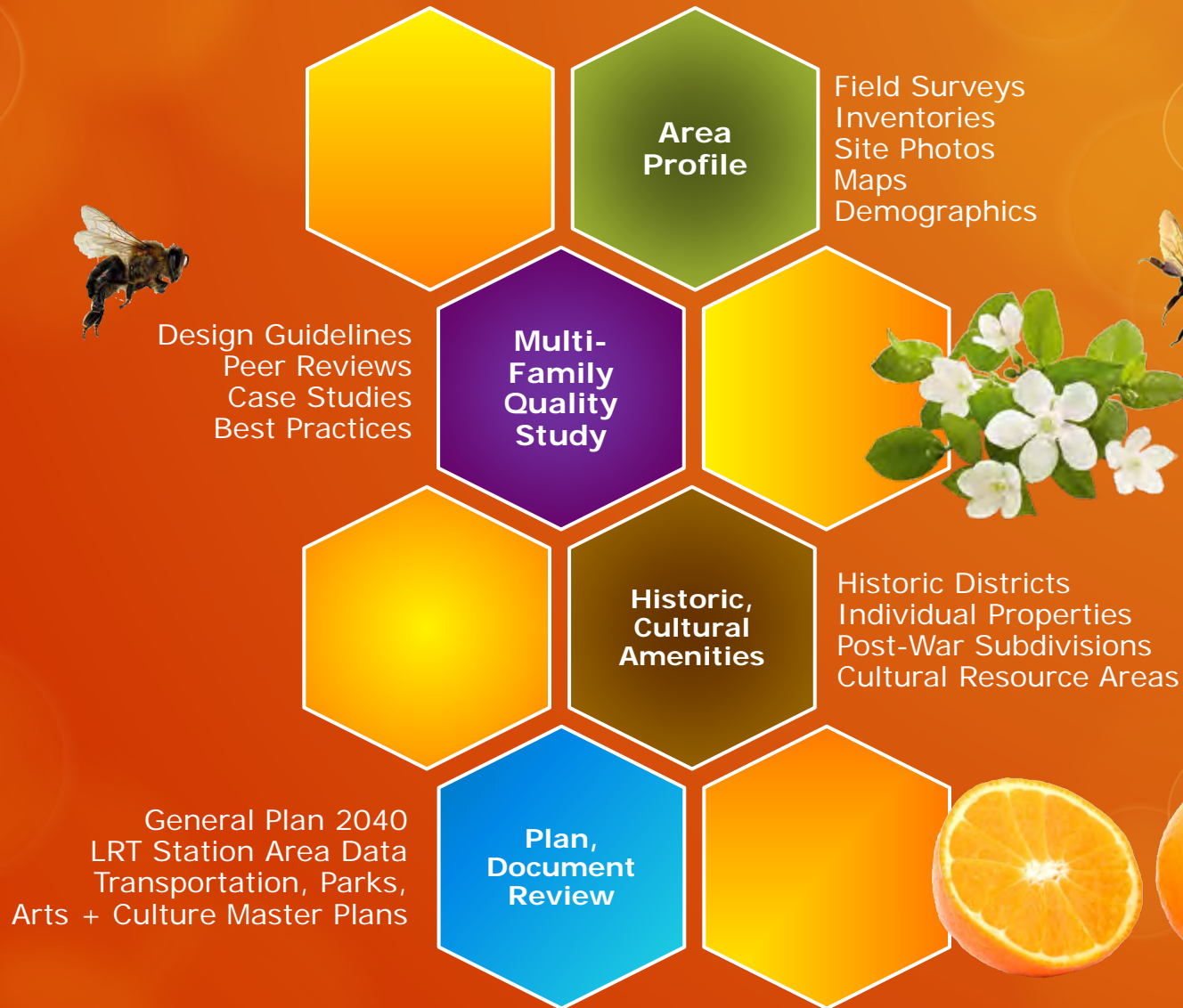
A goal without a plan is just a wish.



[tempe.gov/characterareas](http://tempe.gov/characterareas)



# BACKGROUND WORK





# BALANCE OF FACTORS



**NA, HOA,  
Mobile Home  
/ Retirement  
Communities**



**STUDENTS**  
ASU / MCC  
TUHSD /  
Kyrene,  
Private schools



**BUSINESS**  
Community,  
Chamber of  
Commerce



**CHARACTER AREAS  
PLAN**

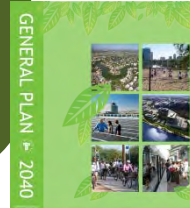
**Existing Laws,  
Ordinances,  
Private  
Property  
Rights**



**Bike / Bus /  
LRT / Local +  
Regional  
Commuters**



**General Plan  
2040,  
Zoning &  
Development  
Code**







# LADDER OF LAWS

## U.S. FEDERAL GOVERNMENT

### STATE OF ARIZONA

Enabling Legislation,  
AZ Proposition 207

### CITY ORDINANCE

*Zoning & Development Code*

### CITY POLICY

*General Plan 2040*  
[ratified by voters]

### CITY GUIDELINES

Character Area Plans,  
Community Design  
Principles,  
Historic District Design  
Guidelines

LAWS



POLICIES



GUIDELINES





## CHARACTER AREAS

# SCOPE OF WORK



### ✓ **DESIGN GUIDELINES**

- ✓ Quality of design, walkability, bikeability, sustainability, connectivity, types of neighborhood goods and services desired, aging-in-place options

### ✓ **PLACEMAKING / SENSE OF PLACE**

- ✓ Opportunity for residents, workers, students, businesses to define, enhance, preserve, celebrate their best

### ✓ **ROAD MAP / VISION**

- ✓ Tempe City Council, Development Review Commission, Historic Preservation Commission, Neighborhood Grants Program, Neighborhood Advisory Commission, Municipal Arts Commission, Transportation Commission, etc.

### ✓ **QUALITATIVE ASPECTS OF SPACE**

- ✓ How a space feels, safety perceptions, shade, desirability, comfort, places to bring the kids or be a kid



### ASKING THE RIGHT QUESTIONS:

- What sets this area apart and makes it **unique** from other parts of Tempe or the Valley?
- Does this area include the **types** of places, businesses, and infrastructure people look for when deciding where to live or invest?
- What should be preserved, enhanced, changed, added, or connected in a meaningful way?
- Is this an area where one can be young *and* old; can one **age-in-place** here?
- How can we provide a **vision** which enhances human health, options, prosperity, and our environment?
- What design criteria can we put in place to improve the **quality** of projects and ultimately our community?
- How will this plan carry out the vision of a "**20-minute City**" ratified by voters in *GP2040*?





### ✘ **Changes** to a parcel's legal **Land Use**

*General Plan 2040* ratified by voters (May 2014)

### ✘ **Changes** to a parcel's legal **Zoning**

*Zoning & Development Code* covers Development Standards, Overlays, etc.

### ✘ **Changes** to **Private Property Rights**

AZ Proposition 207 "Private Property Rights Protection Act" (November 2006)

### ✘ **Rental** vs. **Owner** for parcels zoned **Multi-Family** / **Mixed-Use**

No legal control process

### ✘ **Prohibiting** specific brand-name businesses / retailers

Against the law

### ✘ **Residential** / **Commercial Code Compliance**

311 – One Call To City Hall

Online complaint form





## CHARACTER AREAS

# OUTSIDE SCOPE OF WORK

- ✓ We hear you
- ✓ We know this idea is important
- ✓ This idea is covered by a legal process, formal regulation, etc.
- ✓ We will record all written comments and communicate them to appropriate areas / elected officials
- ✓ Ensures we stay focused on Scope of Work / what we can achieve with a Character Area Plan







# AGENDA

## 3



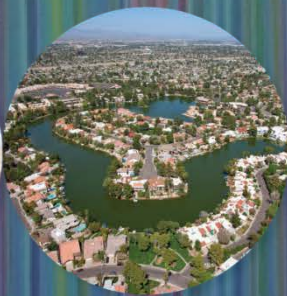
# Placemaking

[tempe.gov/characterareas](http://tempe.gov/characterareas)

[characterareas@tempe.gov](mailto:characterareas@tempe.gov)

#characterareas

@tempegov



Tempe's Placemaking Campaign is Growing

QUALITY of LIFE

PUBLIC SPACES = PUBLIC LIFE

waterfronts *canals*

STREETS *parks*

walkability  
bikeability  
livability

places to go  
meet me here...

markets plazas

TEMPE AS A 20-MINUTE CITY

HISTORIC DISTRICTS

POST-WAR SUBDIVISIONS

life happens *between buildings*

nuestro  
vecindario

NEIGHBORHOODS

STREETCAR transit-oriented design

places for kids + places to be a kid

urban, **creative**, edgy



# Give Us Your Word

## Friendly

people, family, neighbor + pet-friendly; all ages + ethnicities accommodating, creative, welcoming, tolerant

## Livable

attractive, desirable, convenient, comfortable, established, neat & well-maintained

## Active

dynamic, vibrant, recreation, outdoor activities, civic engagement, pride-of-ownership, citizen-driven development

## Local

local business + shopping, mixed use hub, independent, eclectic, people-oriented

## Limited Density

low density, single-family dominant

## Connected

Convenient, neighborhood circulator (Orbit), drivable community-centered meeting-places

## Lush

shaded, beautiful, landscaped areas, attractive streets

## Walkable/Bikeable

paths, canals, sidewalks

## Safe

Quiet, peaceful, stability, crime prevention, neighborhood watch, law enforcement, well-lit law enforcement, well-lit

## Education/Culture

educated residents, school grounds access/shared-use, learning + continuing education

## Sustainable

Solar, clean environment, open space, shade

## Future Oriented

progress, forward thinking, evolving

## CHARACTER AREA 5



1

Saturday, April 18, 2015  
Tempe Public Library  
3500 S. Rural Road  
9:45 – 11:15 AM

2

Tuesday, August 25, 2015  
Tempe Public Library  
3500 S. Rural Road  
6 – 8:00 PM

3

Wednesday, October 28, 2015  
Tempe Public Library  
3500 S. Rural Road  
6 – 8:00 PM

## Placemaking

COMMUNITY WORKSHOPS



[tempe.gov/characterareas](http://tempe.gov/characterareas)  
characterareas@tempe.gov



Give us your word.  
What "word" best describes your neighborhood?  
@tempegov  
#characterareas

**QUALITY of LIFE**

Mid-Century Modern Post-War Subdivisions

Shalimar  
Tempe Garden  
McClintock

walkability  
bikability  
liveability

**placemaking**

[life happens between buildings]

**NEIGHBORHOOD PRESERVATION**

Friendship Village  
Evergreen  
+ English Acres

places for kids + places to be a kid  
**peaceful, safe, stable**





CHARACTER AREAS



Channel 11  
YouTube  
Video





SOCIAL  
MEDIA /  
WEB



*#characterareas*

[tempe.gov/characterareas](http://tempe.gov/characterareas)

*@tempegov*





# TARGETED OUTREACH GROUPS



Friendship  
Village  
TEMPE



**Tempe**  
School District No. 3



CHARACTER AREAS

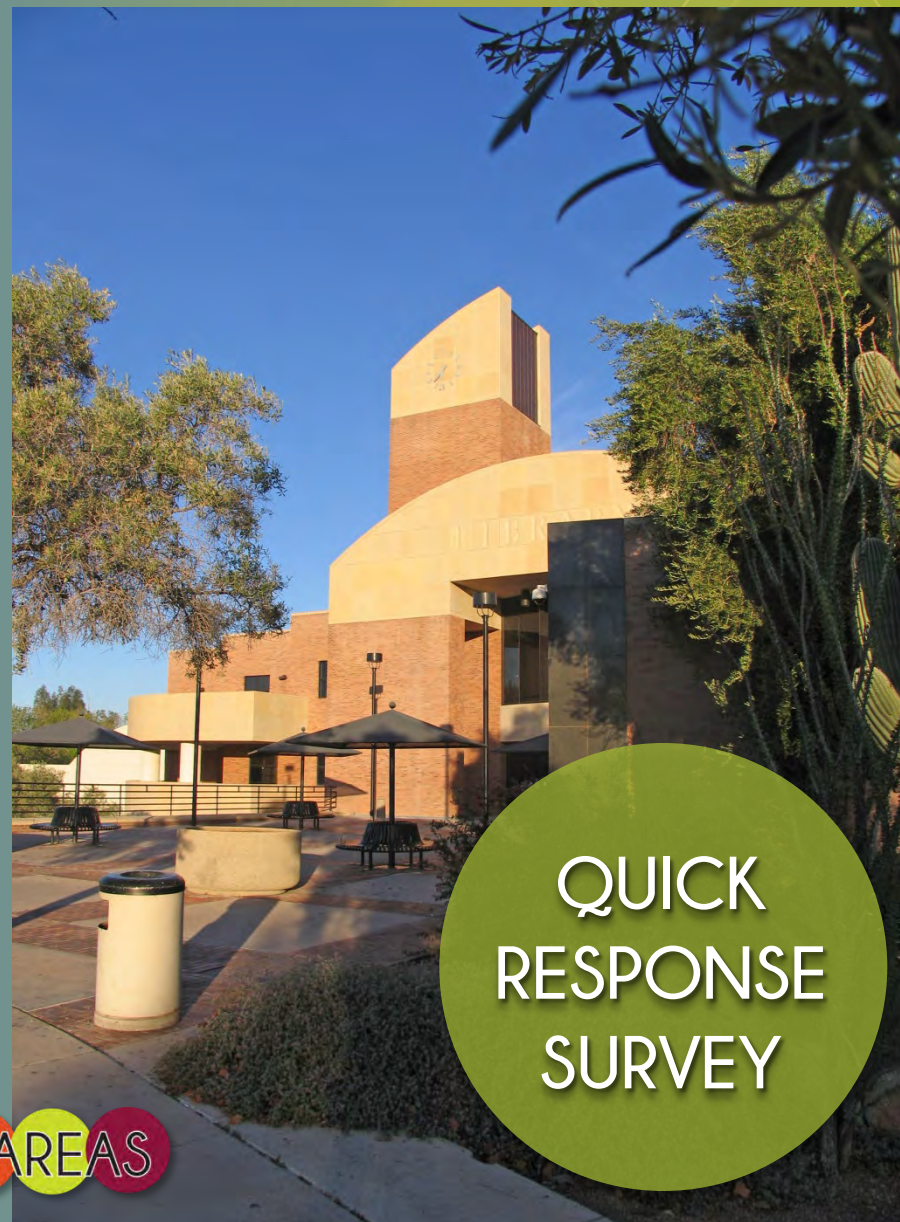




## RIDE-THE-RAIL SURVEY

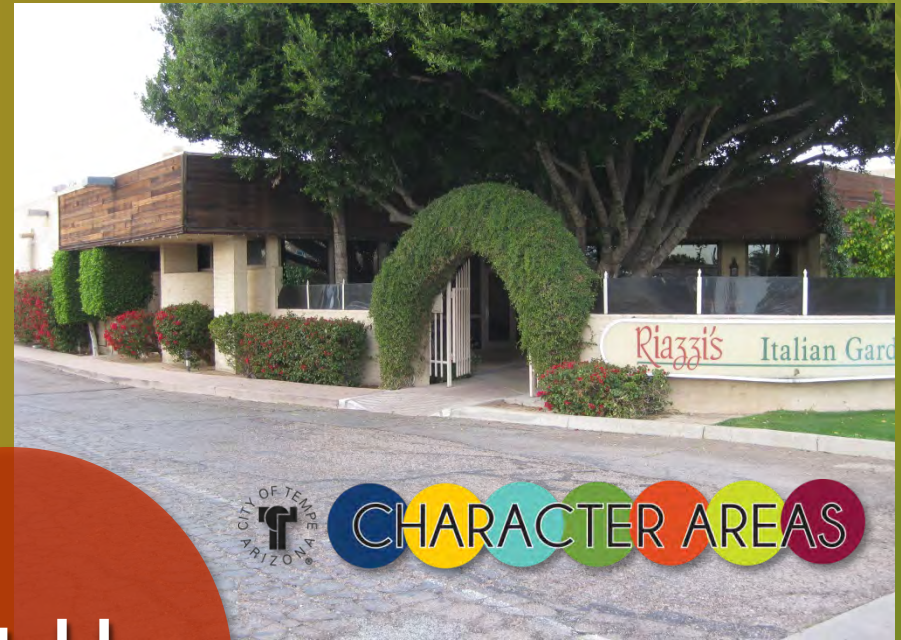


CHARACTER AREAS



## QUICK RESPONSE SURVEY





# Meet-Ups







OTHERS?  
Tell us your  
ideas



CHARACTER AREAS



# CHARACTER AREA 5







# NEIGHBORHOODS / SCHOOLS / PARKS



**NEIGHBORHOOD ASSOCIATIONS** 20

**HOMEOWNERS ASSOCIATIONS** 26  
[see list below]

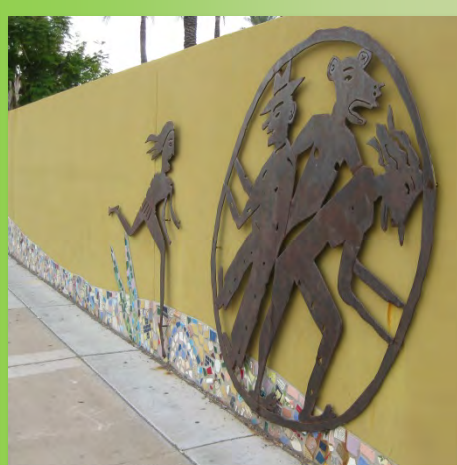
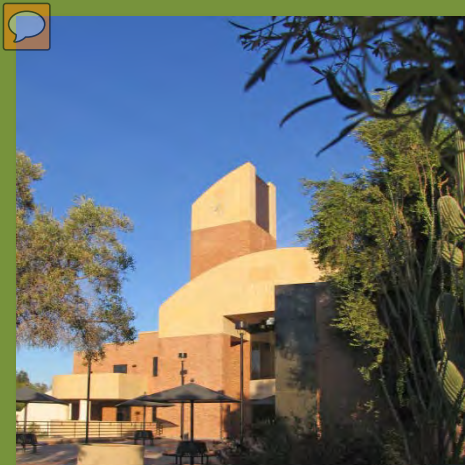
**SENIOR LIVING** 1

**SCHOOLS** 24  
[public + private]

**PARKS** 8

HOMEOWNERS ASSOCIATIONS (HOA)					
H11	Las Brisas	H14C	Springtree	H15	Colonia Del Sur
H12	Broadmor Place	H14D	Joshua Square	H15A	Colonia Del Sur II
H12A	Broadmor II	H14E	Broadway Terrace	H15B	Shalimar East
H13	Alameda Estates	H14F	Premier Condominiums	H15C	Village at Shalimar
H13A	Alameda Park	H14G	Chesapeake	H17	Southern Village Estates
H14	Villa Patricia	H14H	Broadway Townhomes	H18	Laguna Estates
H14A	La Sombra	H14I	Presidential Estates	H18A	Mistwood
H14B	Brentview			H19	Tempe Gardens Townhomes
				H20	Puerta Del Sol
				H20A	Park Riviera Townhouses
				H25	Hudson Trace







# Tempe Gardens





## TEMPE CHARACTER AREA 5

Which name is most appropriate for **Character Area 5**?

- ☐ **CENTRAL CITY** [the current name]
- ☐ **Tempe Gardens**
- ☐ Other [write-in]: \_\_\_\_\_

*Deposit voting slip in box at the Welcome Table, or vote online.*

*One vote per person. Results will be announced at the August 25<sup>th</sup> Workshop.*





## CHARACTER AREA 5



- 1 – **Neighborhood** preservation / sense of pride;  
Mid-Century modern context / **Tempe Gardens**
- 2 – Healthy **commercial** corners; mix of tenants / options
- 3 – Central **connectivity** to/from all points Tempe + beyond
- 4 – **Others** we add during the process



## NEXT STEPS

- Consolidation of Workshop data
- Area Survey – online May 2015
- Meet-Ups
- Target Outreach Groups

## WRAP-UP

- Upcoming Workshops
- [tempe.gov/characterareas](http://tempe.gov/characterareas)





## B. Transportation + Connectivity







## WORKSHOP ACTIVITY INSTRUCTIONS

### 1. Facilitated Round-Table Discussion

- Identify Area's Amenities + Gaps
- Place each Post-It® on poster in relevant category

### 2. Focus comments within Scope of Work

- Place ideas outside the Scope of Work in the Parking Lot of Ideas

### 3. Rotate tables after 15 mins.

- Tables A, B, and C





TIME REMAINING:

**15 MINUTES**







TIME REMAINING:

**10 MINUTES**





THE SONG  
**"THE FINAL  
COUNTDOWN"**  
IS NOW PLAYING  
IN YOUR HEAD

TIME REMAINING:

**5 MINUTES**







# ROTATE.



CHARACTER AREAS





TIME REMAINING:

**15 MINUTES**







TIME REMAINING:

**10 MINUTES**





THE SONG  
**"THE FINAL  
COUNTDOWN"**  
IS NOW PLAYING  
IN YOUR HEAD

TIME REMAINING:

**5 MINUTES**







# ROTATE.



CHARACTER AREAS



TIME REMAINING:

**15 MINUTES**







TIME REMAINING:

**10 MINUTES**





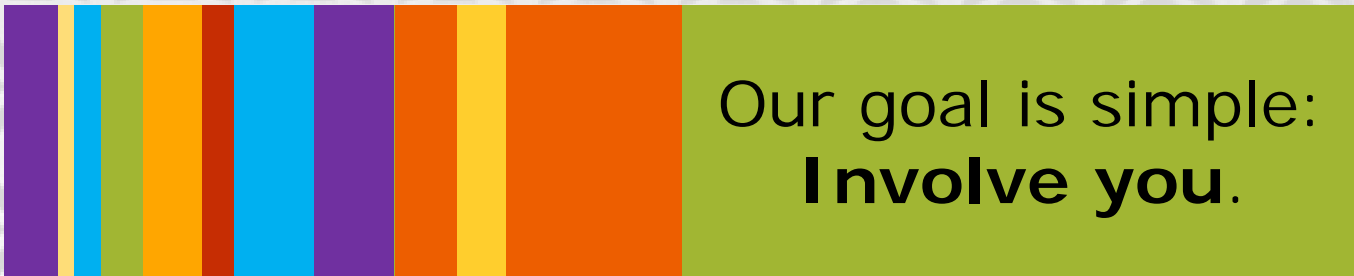
THE SONG  
**"THE FINAL  
COUNTDOWN"**  
IS NOW PLAYING  
IN YOUR HEAD

TIME REMAINING:

**5 MINUTES**







Our goal is simple:  
**Involve you.**

[tempe.gov/characterareas](http://tempe.gov/characterareas)

